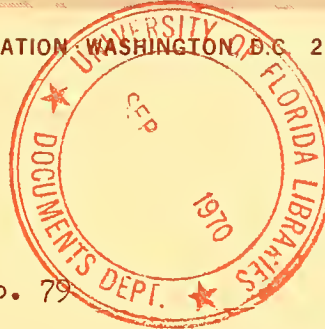


SERVICE

USDA'S REPORT TO CONSUMERS

UNITED STATES DEPARTMENT OF AGRICULTURE · OFFICE OF INFORMATION WASHINGTON, D.C. 20250



AUGUST 1970

No. 79

NATIONAL NUTRITION CAMPAIGN SCHEDULED

Be Aware. A nationwide campaign to increase nutrition awareness of Americans will soon be underway. The campaign, scheduled for September and October, is being promoted by the Food Council of America, an organization of 27 associations of food manufacturers and distributors, in cooperation with the U.S. Department of Agriculture. The campaign theme, "Eat the Basic 4 Foods Every Day," and special Four Foods symbol will be seen on television screens, in magazine and newspaper ads, on banners and signs in retail stores and in special information material prepared by Council cooperators. The campaign is a result of a recommendation of the White House Conference on Food, Nutrition, and Health, held in December 1969.

EVEN PLANTS HAVE TROUBLE BREATHING

Search for Resistors. USDA scientists estimate that air pollution injury to vegetation is causing losses of more than half a billion dollars a year. So, while we are cleaning up the air, plants which can resist the pollution must be found. At the Plant Air Pollution laboratory in Beltsville, Md., scientists of the Agricultural Research Service are working on this problem. The team is especially interested in the effects of photochemical oxidants on plants. These oxidants are toxic chemicals formed by the action of sunlight on certain hydrocarbons emitted into the atmosphere by combustion of fuels, such as gasoline. In experiments, the scientists found that some plants have fared almost as well in unfiltered air as in filtered air - juniper, arborvitae, American and English holly, pyracantha, and tomato. By contrast, yields of Norland and Irish Cobbler potatoes were almost 100 percent higher when grown in filtered air.



GETTING A DAY'S SUPPLY OF MILK

Some Equivalents. Everyone needs milk every day -- at least two or more cups of 8-fluid-ounce equivalents. Because of the versatility of milk and its products, the nutritional benefits can be obtained in a variety of delicious ways. You can drink it, of course, and here are some other ways to get calcium, equal to an 8-fluid-ounce cup of fresh whole milk or milk made from nonfat dry milk:

- 1 1/3 cups of creamed cottage cheese
- 1 ounce Swiss cheese
- 3/4 cup of homemade macaroni and cheese
- 1/5 of a 14-inch round pizza made with cheese topping
- 1 cup of oyster stew
- 1 cup yogurt
- 1 cup of pudding made with milk and cornstarch
- 1 1/3 cups of ice cream
- 1 milk shake made with 2/3 cup of milk and 1/2 cup of ice cream
- 1 cup of cocoa made with milk

FACTS ON INCOME AND MEATS

Study Reveals Eating Patterns. Which is your family more likely to eat in the course of a week -- Vienna sausages or chicken livers? Your answer may not only reveal facts about your family's eating habits. It may also indicate what income bracket your family falls into. At least it did in a recent study of household meat-eating patterns. The study, conducted by the Economic Research Service, showed that middle-income families ate more luncheon meat than lower or higher income families. On the other hand, variety meats such as heart, liver, sweetbreads, and tongue, were most popular with families at the highest and lowest income levels.

MR. BEAVER JOINS THE SERVICE

Newest National Forest. USDA's Forest Service has just been given the administration of another National Forest. It's the Beaver National Forest, 1 1/4 acres big, on the grounds of the Ghost Ranch Museum about 65 miles northwest of Santa Fe, New Mexico. Ghost Ranch Museum was opened in 1959 by the Charles Lathrop Pack Forestry Foundation to display the plants, animals, and geology of northern New Mexico. The Beaver National Forest, named after its star inhabitant and host, an animated talking model of a beaver, is one of the museum's exhibits. The forest-in-miniature uses small trees and shrubs and half-scale models of people and animals to provide an easy-to-see demonstration of the major uses of the National Forests -- timber, grazing, recreation, water, and wildlife. The Pack Foundation decided to place the museum and all its exhibits under Forest Service jurisdiction to insure their continuation as sources of public enjoyment and information.



A NEW SIGN OF OUR TIMES

Emblem of Plenty. An "emblem of plenty" recently introduced by the U.S. Department of Agriculture can be an aid to food shoppers. The new emblem is used to identify foods on the USDA Plentiful Foods List. The Plentiful Foods List -- celebrating its 25th anniversary this year -- is compiled each month by USDA's Consumer and Marketing Service. It consists of foods that are expected to encounter marketing problems because of their abundance. The list -- and now the emblem -- is furnished to food merchandisers, newspaper food editors, broadcasters, and others. So, keep these foods and the emblem in mind when you do your grocery buying.

PLENTIFUL FOODS FOR AUGUST

Refreshing Ideas for Hot Days. Summer temperatures seem to cool down when the menu includes crisp, fresh summer vegetables. Sweet corn and tomatoes, for instance. And smiles definitely warm up when dessert is red, ripe watermelon. Food shoppers and menu makers can find these temperature-tampering items among foods on the Plentiful Foods List for August. Featured on the August list are wheat products, always popular, nutritious, and in great variety. Also included are fresh plums, peanuts and peanut products and, in the Southeast and Northeast areas, canned grapefruit sections. For September the Plentifuls will include canned peaches, canned applesauce, peanuts and peanut products, and dry split peas.

CONSIDER THE CONTOUR

Soil, Water, and Slopes. Does rainwater from your neighbor's property drain onto your garden? Is your garden on a slope so that water rushes off and is lost to the plants, taking the soil with it? If so, consider planting on the contour or building a terrace. Contouring and terracing can divert the flow of water from your garden, control erosion, and distribute water evenly. The pay off is in better yields and higher quality vegetables and flowers. A new publication from USDA's Soil and Conservation Service, "Gardening on the Contour," (H & G 179) contains easy-to-follow instructions on how to plant on the contour and construct a terrace. Single copies are available free from the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

BEEF UP YOUR BUYING KNOW-HOW

"How to Buy Beef." A new slide set released by the U.S. Department of Agriculture tells you what to look for when buying beef. For instance, "How to Buy Beef" discusses meat quality and how to spot it; gives tips on how to cut steak for the greatest number of servings; and helps explain where the different cuts of meat come from. The 33-frame color slide set is available for \$12.00 from the Photography Division, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. A filmstrip version is also available for \$5.50 from the Photo Lab, Inc., 3825 Georgia Avenue, N.W., Washington, D. C. 20011. An illustrated narrative guide accompanies each slide set and filmstrip copy.

Invite Them -- Naturally. Sixty-eight varieties of birds are known to be fond of redcedar; thirty-seven go for Virginia creeper. By knowing some of the trees, shrubs, vines, and other plants which are particularly attractive to birds, you can provide a natural invitation for feathered friends to visit your home and grounds. Such plants not only attract birds, they can also be pleasing to you. With the same stroke, you can provide places where birds can feed, nest, rest, hide, and do all other things birds do -- and get your landscaping done. And the birds will repay the courtesy -- their colorful songs and lively antics are a delight to the human ear and eye; their attack on insect pests help protect flowers, lawns, gardens, and people. In an attractive brochure, "Invite Birds to Your Home," (PA-940) the Soil and Conservation Service lists several plants which would be invitations to birds. Information includes a description of the plants; locations for best growth; the months it blooms and bears fruit; and the number of bird species using it. The brochure, designed primarily for use in the Northeastern U.S., also includes information on planting patterns in rural and suburban areas. Single copies of the publication are available free from the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

SEARCH FOR SOLITUDE

Our Wilderness Heritage. Did you know that 9.9 million acres of wilderness in 60 areas are held in trust by USDA's Forest Service for the use, enjoyment and spiritual enrichment of the American people? As part of the National Wilderness Preservation System, these lands are as wild and free today as they were when first viewed by early settlers of America. Still another 4.4 million acres are being reviewed for inclusion in the system under provisions of the Wilderness Act of 1964. The grandeur and variety of the Nation's wilderness system are described in a full-color brochure put out by the Forest Service. It offers brief descriptions of the 88 wilderness and primitive areas in 14 States, stretching from coast to coast. Color photographs offer graphic proof of the solitude one encounters in these retreats from the modern world. Copies of "Search for Solitude," (PA-942) are available for 65 cents from the Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402.

MENUS AT YOUR FINGERTIPS

Dial-A-Menu. Food shoppers in Buffalo, New York, and in Ontario Province, Canada, are finding some fresh answers to "what should I buy for dinner this week?" All that is needed is a trip to the telephone to "Dial-A-Menu." This unusual service, offered in Buffalo by a public utility company and in Ontario by a government agency, is helping homemakers plan better menus and also helping ease their budget. The menus are based on USDA's Plentiful Foods List so shoppers know that the foods are in good supply at stores and generally at reasonable prices. The Ontario program has gone a step further, too. Now there is a Mail-A-Menu service which is reaching 7,000 consumers each month.

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer rather than for mass distribution. For information about items in this issue, write: Lille Vincent, Editor of Service, U.S. Department of Agriculture, Office of Information, Washington, D.C. 20250. Please include your zipcode.